

REMARKS

This paper is a response to the Office Action mailed October 27, 2009. Prior to entry of this paper, claims 1, 3, 7, 8, 10, 11, 14, 18-20, and 22-25 were pending in this application. Claims 1, 3, 7, 8, 10, 11, 14, 18-20, and 22 are amended, claims 23-25 are cancelled, and claims 26-31 are newly added. Accordingly, upon entry of this paper, claims 1, 3, 7, 8, 10, 11, 14, 18-20, 22, and 26-31 will be pending. The claim amendments and cancellations made herein are made for reasons unrelated to the instant rejections. No new matter is added.

In the Office Action mailed October 27, 2009, claims 1, 3, 7, 8, 10, 11, 14, 18-20, and 22-25 were rejected. More specifically, the status of the application in light of this Office Action is as follows: claims 1, 3, 7, 8, 10, 11, 14, 18-20, and 22-25 stand rejected under 35 U.S.C. § 103(a) over combinations of www.pricescan.com, http://wen.archive.org/web/*/http://www.pricescan.com, January 25, 1999 ("Pricescan"); U.S. Patent Publication No. 2002/0152134 ("McGlinn"); and U.S. Patent No. 6,594,666 ("Biswas").

As an introductory matter, the undersigned thanks Examiner Dunham for the consideration shown during the Examiner Interview conducted on Dec. 4, 2009 with applicants' representative Davin Chin. During the interview, the parties discussed applicants' technology, the claims, and the application of McGlinn to applicants' claims, e.g., as set forth on page 3 of the Office Action.

While applicants reserve the right to later distinguish over McGlinn, applicants now swear behind McGlinn. Filed concurrently herewith are declarations under 37 C.F.R. 1.131 of inventors Kamal Srinivas and Srinivas Lingutla. Accordingly, McGlinn is disqualified as prior art and this application is respectfully submitted to be in condition for allowance.

New claims

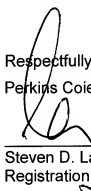
Claims 26-31 are newly added and are allowable over the above-discussed rejection at least because McGlinn is not prior art to this application. New claims 26-31 are supported by applicants' disclosure, e.g., pages 3-7 of the specification.

Conclusion

In view of the foregoing, the pending claims are patentable over the applied art. Applicants accordingly request reconsideration of the application and a mailing of a Notice of Allowance. If the Examiner has any questions or believes a telephone conference would expedite prosecution of this application, the Examiner is encouraged to contact the undersigned at (206) 359-8000.

Respectfully submitted,
Perkins Coie LLP

Date: April 27, 2010



Steven D. Lawrenz
Registration No. 37,376

Correspondence Address:

Customer No. 25096
Perkins Coie LLP
P.O. Box 1247
Seattle, Washington 98111-1247
(206) 359-8000